



The 8th ICIS World Surfactants Conference – Innovation Seminar

Diverse innovations to advance the surfactants value chain

8 May 2018

Hyatt Regency Jersey City, USA

Innovation Seminar

12.30 Registration and Refreshments

13.00 Welcome and Chairman's opening remarks

13.10 Biosurfactants update – A commercialized third leg?

- Latest technologies in biosurfactants: What progress has been made?
- Which applications are biosurfactants best suited to?
- Scalability and cost – When will biosurfactants be commercially successful?

13.50 Agrochemicals and surfactants: Applications and innovations

- Understanding the use of surfactants in agriculture: Adjuvant/surfactant relationships
- Banned substances (e.g. NPE) and the impact on substitution and innovation
- Assessing the impact of organic on agriculture
- Overcoming challenges – How can surfactants improve agricultural yield/performance globally?

14.30 Refreshment break and networking

15.00 Advancing technology: Surfactants as vehicles for fragrance

- Understanding the size and scope of the fragrance industry: Household, industrial, institutional and personal
- What are the technological advances in the field of surfactant / fragrance interaction?
- How can surfactants improve the consumer fragrance experience
- How can fragrance vehicles be scaled and affordable?

15.40 Surfactants in a digital age: How is the industry evolving?

- Consumer trends driving digital: Convenience and quality of life
- How have intelligent systems impacted the surfactants industry?
- Digitization of supply chain processes – What are the challenges and opportunities?

16.20 Innovations for the largest organ in your body – Skin

- Skincare priorities for consumers in the developed world: Anti-ageing, moisturization and sun protection market size
- What will consumers pay for innovations?
- Ageing populations and emerging-ageing populations for future

17.00 Chairman's closing remarks and end of seminar

The organisers reserve the right to change the programme, speakers or venue should circumstances require.



The 8th ICIS World Surfactants Conference

Shifting consumer trends are shaping the industry

9 – 10 May 2018

Hyatt Regency Jersey City, USA

Day One

08.00 Registration and Refreshments

09.00 Welcome and Chairman's opening remarks

Neil A Burns, Managing Partner, Neil A Burns LLC

09.30 Macroeconomic trends and industry drivers – A new age for surfactants?

- Geopolitical changes impacting the economy 2015-2020
- How have oil prices and feedstock switching affected trade flows?
- Drivers in emerging markets - Ever increasing middle class
- Conscious consumers: Health, wellbeing and sustainability are becoming ingrained into society

10.10 Shale gas: The continuing impact on surfactants

- Update on shale gas exploration (US, Europe, India, China) and predicted upcoming capacities
- Cracker products: How will shale output be used for EO and synthetic alcohols?
- Competition with crude oil and palm oil – Sustainability, cost and security considerations

10.50 Refreshment break and networking

11.20 Ethylene oxide: Key trends and future outlook

- Supply/demand dynamics: Assessing capacity globally and competing downstream applications
- Price trend overview: Impact on downstream markets
- Outlook for EO – What trends will affect future demand and supply?

12.00 Detergent alcohols insight: Analysing the global market

- Investigating recent price trends: How have palm oil prices affected the wider industry?
- Alternatives to palm oil – Drivers and realistic prospects.
- Outlook for fatty alcohols in Asia, Europe and USA

12.40 Lunch and networking

The organisers reserve the right to change the programme, speakers or venue should circumstances require.



The 8th ICIS World Surfactants Conference

Shifting consumer trends are shaping the industry

9 – 10 May 2018

Hyatt Regency Jersey City, USA

13.40 Consolidation of the surfactants industry: Megatrends shaping the future

- Mergers and acquisitions overview – How is the competitor landscape changing?
- Forward integration, consolidation and diversification: How are prices transferred downstream?
- Surfactants giants vs. small players: Can we see a difference in consumer trends due to choice?

14.20 Results of the Surfactants Survey

Neil A Burns, Managing Partner, Neil A Burns LLC

14.50 Panel discussion: How can we assess and improve the sustainability of the surfactant value chain?

- How has the surfactants industry taken sustainability and corporate social responsibility on board?
- Sourcing, processing and products: What still needs addressing for a sustainable industry?
- The sustainability debate: How 'green' are natural, petrochemical and biosurfactants, relatively?

15.30 Refreshment break and networking

16.00 High benefit vs. designed value: Marketing strategies for the personal care sector

- Evolving retail of consumer goods: Simplicity, transparency and convenience
- Price separation of consumer groups – Paying for quality or quantity?
- Using high-value innovations in products: Marketing products to enhance perceived value

16.40 Regulation and transparency are shaping the surfactants industry

- Insight into the Environmental Protection Agency (EPA) and Toxic Substances Control Act (TSCA): Outlining changes and responsibilities for the industry
- Ingredients listing trends: Challenges and opportunities for surfactants
- Fact vs. myth: How can natural branding and public perception be addressed correctly?

17.20 Chairman's closing remarks

17.30 Close of conference day one and drinks reception

18.00 The 2nd Surfactants Awards

Please join ICIS and Neil A Burns LLC for the presentation of the Surfactants Awards. Please bring your drink and continue to network whilst we announce this year's winners and celebrate their achievements and contribution to the industry.



The 8th ICIS World Surfactants Conference

Shifting consumer trends are shaping the industry

9 – 10 May 2018

Hyatt Regency Jersey City, USA

Day Two

08.50 Welcome and Chairman's opening remarks

09.00 The European surfactants value chain: A frank assessment

- Size and shape of the surfactants market: What are the supply/demand dynamics?
- European feedstock focus: What is the oleochemical vs. petrochemical balance?
- Consumer market as 'forward thinkers' – Advances towards green technologies

09.40 Surfactants in Asia: The largest and most dynamic market

- Large scale production: Assessing China and India as surfactants powerhouses
- Fatty alcohol and ethylene oxide: Feedstock advantage or not?
- Demand outlook for surfactants in Asia by region

10.20 Refreshment break and networking

10.50 Africa case study: Emerging markets have different requirements for surfactants

- Understanding demographics: Population growth and development and the effect on demand
- Hygiene/hand washing as a major growth driver: Which surfactants work best to prevent the spread of disease?
- Achieving realistic product costs to serve emerging countries – How can the whole value chain play a part?

11.30 End-user perspective: A view on washing machines and surfactants

- The laundry industry: How washing machines have evolved for customers' needs
- Automated systems, internet connectivity and custom cycles – Challenges and opportunities for washing machine technology
- Detergent formulations for washing machine companies: Impacts on surfactants

12.10 Manufacturing industry trends – What roles do surfactants play?

- Surfactants for the lubricants and metalworking industries – Technological requirements
- Solutions for the safety of plastics: Antistatic properties and advances
- Paints and coatings: Innovations in surfactants as additives

12.50 Chairman's closing remarks

13.00 Lunch and end of conference

The organisers reserve the right to change the programme, speakers or venue should circumstances require.